

FOUNDATIONS

Wyoming Library

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2015 Wyoming Library Association Legislative Reception set for January 22

The 2015 Wyoming Library Association Legislative Reception will be held the evening of January 22 at the Wyoming State Library, 2800 Central Ave. It's a great opportunity to meet with state legislators, thank them for their support Wyoming Library Endowment Challenge

A few charitable facts and figures

Numbers from the National Center for Charitable Statistics show just how generous people may be at the end of the year. The NCCS cites a 2007 Indiana University study where respondents reported making 24 percent of their donations for the year between Thanksgiving and New Year's Day. A more recent follow up on high-value donors (income > \$200,000, net worth > \$1,000,000) showed that 42.7% increased their giving around the holidays. You can read more at: nccs.urban.org/nccs/statistics/Charitable-Giving-in-America-Some-Facts-and-Figures.cfm

This is the time of year to make that extra effort. And given that individual donors – not foundations or businesses – account for 72% of all giving, it's a good idea to nurture those personal connections around the holidays.

Donors more willing to give to one than give to a thousand

It may seem counterintuitive, but a recent study showed that when you tell the story of one person in need, people open their wallets. But, if you tell them there are many in need – even paired with the story of an individual – they are less likely to give. Why? In the face of a problem faced by one person, they feel like they can make a difference. If there are so many people they can't help them all, it takes some of the joy out of giving. Read more at www.futurefundraisingnow.com/future-fundraising/2014/11/one-easy-step-to-raise-a-lot-less-money.html.

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